

## CLAIMS:

What is claimed is:

1. An automated print order system for institutional business cards and stationery products,  
5 said automated print order system comprising:

a requestor interface for entry of a distributed user's print order, said requestor interface  
being adapted to enable the user to select a company tailored product according to a  
predeterminable profile; and

a processor interface for fulfillment of the user's print order, said processor interface  
10 being adapted to directly generate a pre-press product automatically incorporating said  
predeterminable profile into said tailored product.

2. The automated print order system as recited in claim 1, wherein said pre-press product  
comprises a direct-to-plate command set.

3. The automated print order system as recited in claim 1, wherein said pre-press product  
comprises a copier command set.

4. The automated print order system as recited in claim 1, wherein said predeterminable  
20 profile comprises user-indicative information.

5. The automated print order system as recited in claim 4, wherein said requestor interface  
is further adapted to enable the user to select said company tailored product according to a  
plurality of predeterminable profiles.

6. The automated print order system as recited in claim 5, wherein one said predeterminable profile comprises company-indicative information.

7. The automated print order system as recited in claim 1, said automated print order system further comprising a purchaser interface for validating the user's print order, said purchaser interface being adapted to selectively authorize generation of said pre-press product.

8. The automated print order system as recited in claim 7, wherein said purchaser interface is adapted to modify said predeterminable profile.

9. The automated print order system as recited in claim 7, wherein said purchaser interface is adapted to modify the user's print order.

10. The automated print order system as recited in claim 7, wherein said purchaser interface is adapted to delete the user's print order.

11. The automated print order system as recited in claim 7, said automated print order system further comprising a server site for hosting said requestor interface, said processor interface and said purchaser interface.

12. The automated print order system as recited in claim 11, wherein said server site is resident upon the World Wide Web.

13. The automated print order system as recited in claim 12, wherein said requestor interface and said purchaser interface are accessible from any operable node on the World Wide Web.

14. The automated print order system as recited in claim 13, wherein said requestor interface further comprises a server-side scripting implementation for increased user-to-server communication efficiency.

5 15. The automated print order system as recited in claim 14, wherein said server-side scripting implementation comprises a logon security protocol.

10 16. The automated print order system as recited in claim 7, wherein said processor interface further comprises a batch function, said batch function being adapted to control the generation of said pre-press product.

15 17. The automated print order system as recited in claim 16, wherein said automated print order system is adapted to store the user's order in an order data table, said order data table comprising elements adapted to reference said predeterminable profile.

18. The automated print order system as recited in claim 17, wherein said batch function is further adapted to import information from said predeterminable profile into a batch table according to said reference elements of said order data table, said batch table thereafter comprising a complete specification for said tailored product.

20 19. The automated print order system as recited in claim 18, wherein said batch function is further adapted to format said specification for said tailored product into a pre-press product compatible specification.

20. The automated print order system as recited in claim 19, wherein said company tailored product comprises a business media selected from the group consisting of:

letterhead;

business cards;

envelopes;

writing pads;

address cards; and

mailing labels.

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